

DOLLAR GENERAL CORP

FORM 8-K (Current report filing)

Filed 01/04/07 for the Period Ending 01/04/07

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| Address | 100 MISSION RIDGE GOODLETTSVILLE, TN, 37072 |
| Telephone | 6158554000 |
| CIK | 0000029534 |
| Symbol | DG |
| SIC Code | 5331 - Retail-Variety Stores |
| Industry | Discount Stores |
| Sector | Consumer Cyclical |
| Fiscal Year | 02/02 |

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): January 4, 2007

Dollar General Corporation

(Exact Name of Registrant as Specified in Charter)

Tennessee

(State or Other Jurisdiction
of Incorporation)

001-11421

(Commission File Number)

61-0502302

(I.R.S. Employer
Identification No.)

100 Mission Ridge
Goodlettsville, Tennessee

(Address of Principal Executive Offices)

37072

(Zip Code)

Registrant's telephone number, including area code: (615) 855-4000

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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ITEM 7.01 REGULATION FD DISCLOSURE.

On January 4, 2007, Dollar General Corporation issued the news release attached hereto as Exhibit 99 and incorporated by reference as if fully set forth herein regarding sales results for the five-week, nine-week and 48-week periods ended December 29, 2006.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS.

- (a) Financial statements of businesses acquired. N/A
 - (b) Pro forma financial information. N/A
 - (c) Shell company transactions. N/A
 - (d) Exhibits. See Exhibit Index immediately following the signature page hereto.
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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: January 4, 2007

DOLLAR GENERAL CORPORATION

By: /s/ Susan S. Lanigan
Susan S. Lanigan
Executive Vice President and General Counsel

EXHIBIT INDEX

| <u>Exhibit No.</u> | <u>Description</u> |
|---------------------------|-------------------------------------|
| 99 | News release dated January 4, 2007. |

Investor Contact:
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DOLLAR GENERAL REPORTS DECEMBER SAME-STORE SALES UP 7.1%

GOODLETTSVILLE, Tenn. – January 4, 2007 – Dollar General Corporation (NYSE: DG) today reported total retail sales for the December five-week period ended December 29, 2006, equaled \$1.18 billion compared with \$1.05 billion last year, an increase of 12.1 percent. For the December period, same-store sales increased 7.1 percent. By merchandise department, the primary drivers of same-store sales increases in the fiscal 2006 period were holiday events, toys, food (including candy, snacks and perishables), health and beauty care, and pet supplies.

On November 29, 2006, in connection with its store revitalization plans, the Company announced that it expected to close approximately 400 stores in fiscal 2007 in addition to stores closed in the ordinary course of business. The Company has begun the process of liquidating inventories in 148 same-stores. Excluding sales in these 148 stores, same-store sales increased 6.5 percent in the fiscal 2006 December period.

For the nine-week period ended December 29, 2006, Dollar General total retail sales increased 10.1 percent to \$1.91 billion from \$1.73 billion for the nine-week period ended December 30, 2005. Same-store sales for the nine-week period increased 5.2 percent.

For the 48-week period ended December 29, 2006, Dollar General total retail sales increased 8.5 percent to \$8.50 billion from \$7.82 billion for the 48-week period ended December 30, 2005. Same-store sales for the 48-week period increased 2.9 percent.

The 2006 sales numbers are preliminary and unaudited. In addition, please note that the five-week December 2006 period discussed in this release is based on the five-week retail calendar month as determined by the National Retail Federation, which is widely used in the retail industry. The Company's fiscal calendar for 2006 does not coincide with the retail monthly calendar and, therefore, the Company's reported sales for its fiscal 2006 quarterly periods will differ from the sum of the months reported in the monthly sales releases.

About Dollar General

Dollar General is a Fortune 500® discount retailer with 8,311 neighborhood stores as of December 29, 2006. Dollar General stores offer convenience and value to customers by offering consumable basic items that are frequently used and replenished, such as food, snacks, health and beauty aids and cleaning supplies, as well as a selection of basic apparel, housewares and seasonal items at everyday low prices. The Company's store support center is located in Goodlettsville, Tennessee. Dollar General's Web site can be accessed at www.dollargeneral.com.

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